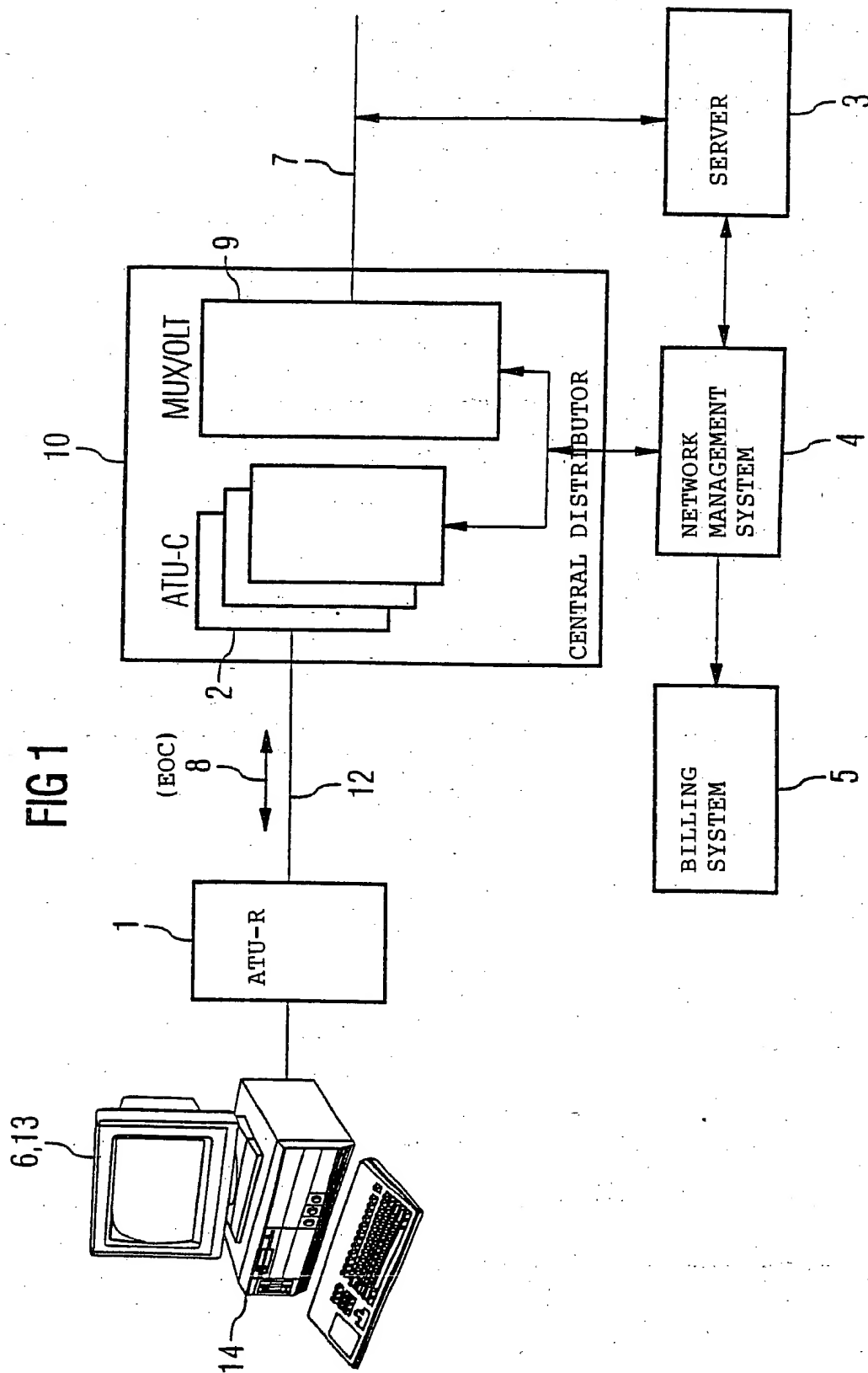


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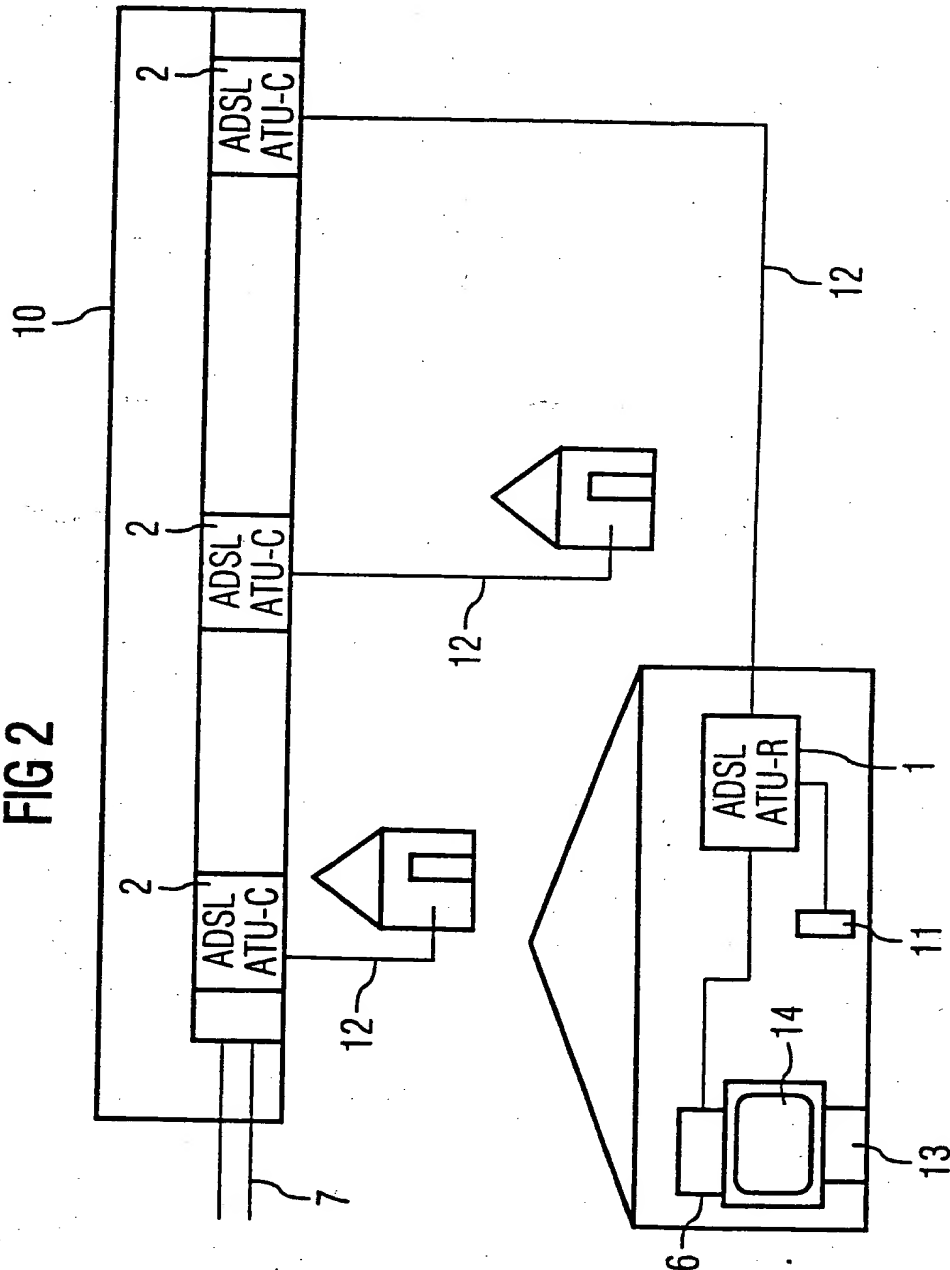




FIG 3
Exploitation of the willingness to pay

